



B. Lowenstein & Bros

INCORPORATED

Monday, the Annual Sale of White



SPRING'S ADVANCE SHOWING OF NOVELTY WASH FABRICS

Presenting an exclusive selection of the most radiant materials in an exquisite blending of spring tones over shown in the South. From these representations of the foremost artists of America, France, Switzerland and England you may choose and plan all your garments for Spring and Summer. There are included among others—

36 and 40-inch Voiles, priced from 85c to \$2.25 yard.

45-inch crisp Organdies, plain and shadow stripes, priced at \$1.25 to \$2.25 yard.

32-inch Tissue Gingham, 75c yard.

32-inch Dress Zephyr Gingham, 50c to \$1.25 yard.

45-inch Embroidered Voiles, 98c to \$2.50 yard.

45-inch Embroidered Organdies, \$2.50 and \$3.00 yard.

For authentic spring styles, direct from Paris, London and New York, visit our Butterick Section, Second Floor.

Will Present Wonderful Values

There is news of vital importance to every woman in Memphis in the items below, taken from our greatest of White Sales.

Clip out this page—save it as a guide to your Monday purchasing, for these items do not appear in any other paper.

The reductions on this standard merchandise are tremendous—far greater than you could reasonably

expect in this day of rising costs—but, as usual, Lowenstein's plan to be of greatest service while the need is greatest.

Compare the values carefully, item for item—the quality and the price—and you must agree that we are consistently lower.

Plan to be here early Monday when the sale starts—so that you may get your full share of the savings that should be yours.

HANDKERCHIEFS IN ODD LOTS REDUCED

All soiled, mused and odd lots of Handkerchiefs left over from the great Christmas rush, must be cleared out before the inventory period.

15c values on sale at 5c
25c values on sale at 10c
50c values on sale at 25c

WOMEN'S NECKWEAR AT HALF AND LESS

Our entire stock of women's neckwear will be placed on sale Monday at extra special reductions. There are odd lots and slow selling numbers included. Collars of organdy, Georgette, satin, lace and net, and collar and cuff sets.

75c and \$1.00 values, sale price, 25c
\$1.50 and \$2.00 values, sale price, 50c
\$3.50 and \$5.00 values, sale price, 98c
\$2.50 and \$3.00 Cotton, Poplin and Linene Vests, with embroidered design, to close out, \$1.50.

\$5.00 to \$10.00 Fancy Vests, made of fancy silks, satin and jersey, with embroidered designs, to close out, \$2.00 each.

WOVEN LACE CURTAINS SPECIALLY REDUCED

These are the finest designs from the best manufacturers of Lace Curtains in this country, both fillet and regular weaves.

\$2.25 Curtains, for, a pair \$1.98
\$2.50 Curtains, for, a pair \$2.15
\$2.75 Curtains, for, a pair \$2.35
\$3.00 Curtains, for, a pair \$2.55
\$3.50 Curtains, for, a pair \$3.00
\$3.75 Curtains, for, a pair \$3.15

WHITE HOSIERY AT GREAT SAVINGS

Women's White Silk Hose, extra heavy, full fashioned, silk lisle reinforcements; were \$3.75. White Sale Price \$2.95

Women's White Silk Hose, full fashioned make; lisle reinforcements; were \$3.00. White Sale Price \$2.45

Women's White Silk Hose, full fashioned make; were \$2.50. White Sale Price \$1.98

White Silk Hose, semifashioned; lisle reinforcements; were \$2.00. White Sale Price \$1.55

White Silk Hose, mock seamed and seamless; worth \$1.75. White Sale Price \$1.35

White Silk Hose with lace stripe effect; seamed and seamless; White Sale Price \$1.75

White Silk Lisle Hose, full fashioned make; value today \$1.25. White Sale Price 75c

White Silk Lisle Hose, fine gauge, full seamless make; White Sale Price 50c

Domestics at Less Than Present Wholesale Cost

A shortage in the world's supply of staple cotton materials tends to strengthen the belief that much higher prices will prevail. Stocks now offered in this sale have been accumulated during the past year, and the record low prices do not take into consideration the present high mill costs, nor the difficulty of replacing the supply at any price. See that you are well supplied for the future—there will be no more such opportunities.

Bleached sheets, standard qualities and dependable grades in all sizes.

54x90-in. Wearwell Sheets; \$1.90 value, \$1.45

63x90-in. Ideal Sheets; \$2.00 value, \$1.65

63x90-in. Pequot Sheets; \$2.50 value, \$2.15

72x90-in. Elmdale Sheets; \$1.95 value, \$1.63

72x90-in. New Era Sheets; \$3 value, \$1.69

72x90-in. Soxor Sheets; \$2.25 value, \$1.85

72x90-in. Pequot Sheets; \$2.75 value, \$2.25

72x90-in. Ideal Sheets; \$2.50 value, \$1.98

72x90-in. Pequot Sheets; \$3.00 value, \$2.50

81x90-in. New Era Sheets; \$2.25 value, \$1.89

81x90-in. Mohawk Sheets; \$2.75 value, \$2.29

81x90-in. Utica Sheets; \$3.00 value, \$2.49

81x90-in. Utica Sheets; \$3.25 value, \$2.75

90x90-in. Pequot Sheets; \$3.25 value, \$2.69

90x90-in. Pepperell Sheets; \$3 value, \$2.45

Hemstitched Sheets—

72x90-in. Cohosett Sheets; \$2.75 value, \$2.35

72x90-in. Cohosett Sheets; \$3 value, \$2.55

81x90-in. Utica Sheets; \$3.50 value, \$2.98

Plain hem Pillow Cases—

36x36-in. Daisy Cases; 45c value, each, 35c

42x36-in. Priority Cases; 45c value, each, 35c

42x36-in. Pepperell Cases; 60c value, 45c

42x36-in. Pequot Cases; 70c value, each, 55c

45x36-in. Utica Cases; 75c value, each, 59c

Yard-wide bleached and unbleached domestic in popular grades; sold only in 10 and 20-yard cuts.

Our regular 30c quality; 10 yards for \$1.90

Our regular 35c quality; 10 yards for \$2.60

Our regular 40c quality; 10 yards for \$3.10

60-in. Near-Linen Suiting, for, a yard 59c

Hemstitched Cases—45x36-inch Utica Cases; 85c value, for, each 69c

Mattress Protectors; closely quilted and nicely bound; for baby carriages, cribs and beds.

18x18-in. size, 39c—18x34-in. size, 60c

27x40-in. size, \$1.30—36x36-in. size, \$1.69

42x76-in. size, \$3.45—54x76-in. size, \$3.95

60x76-in. size, \$4.15—68x76-in. size, \$4.95

Quilted Padding for silence cloths on tables, and for mattresses.

36-inch width; \$1.50 value, for, a yard, \$1.19

54-inch width; \$2.50 value, for, a yard, \$1.98

63-inch width; \$3.00 value, for, a yard, \$2.49

72-inch width; \$3.50 value, for, a yard, \$2.98

Fine longcloth and cambric; excellent grades, full yard wide.

Our regular 30c quality, 10-yard bolts, \$1.98

Our regular 35c quality, 10-yard bolts, \$2.75

Our regular 45c quality, 10-yard bolts, \$3.65

Our regular 50c quality, 10-yard bolts, \$4.15

Our regular 60c quality, 10-yard bolts, \$4.95

Indian Head and White Linen, soft finished qualities.

23-inch width; 45c value, for, a yard, 37c

36-inch width; 50c value, for, a yard, 43c

44-inch width; 60c value, for, a yard, 49c

54-inch width; 80c value, for, a yard, 65c

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